

General Information

Hints, Tips and useful information to help your fundraising.

Thank you for registering for our Midnight Memory Walk. Your help can make a significant difference to the fundraising income for the charity.

We hope you will find the following information both useful and interesting. If you have any queries about any aspect of the challenge or would like more ideas on how to raise sponsorship, please do not hesitate to contact us on 01228 817617

Be happy when raising your sponsorship money. **NEVER feel guilty about asking people; they can afford it or you would not ask.** You are doing something immensely worthwhile, so remember to feel good about it.

PROMOTE YOUR INVOLVEMENT



Write to your local paper and contact your local radio, asking them to run a story about your fundraising efforts and encourage their readers and listeners to support your efforts.

You could personalise the Tee-shirt we have sent you, sell advertising on it, get your supporters to autograph it, or get your employer to pay for you to wear their company Tee-shirt.



Staff Newsletter - If there is a company newsletter, ask the person who puts this together to put a story in it about your involvement in the challenge.



Talk to your clients and customers about the challenge. Many will be more than willing to support your efforts.



Poster - make a poster about the walk to promote your involvement in the walk so that you can encourage work colleagues and customers to support your efforts.

GOOD LUCK AND THANK YOU – You have our genuine gratitude. Keep going, don't give up and remember enjoy it.

INTO STEP

As this is a sponsored event, we have enclosed a sponsor form for you to use. If you need extra copies please photocopy this or telephone us for additional supplies. Use your sponsor form to raise funds from family, friends and work colleagues.

The following may help when you are raising your sponsorship.



Always carry your sponsor form with you. - Never leave home without it!

- You never know who you might encounter unexpectedly.



Work at it – Most people give money to charity but few go out of their way to do so. The more people you ask, the more money you will raise.



Why? – To raise vitally needed funds to help us achieve the goals of the hospice and help people in the area with terminal or life limiting illnesses access the help and care we can offer when they need it.



Target – Tell your supporters how much you would like to raise. This could be an impressive sum and people will be motivated by your determination to achieve it.



Recruit your biggest sponsors first - the first person to sponsor you can set a 'trend' for the rest. By having your top sponsors at the top of your form, others will follow suit and possibly give more than they otherwise would.



Ask - your family and friends to help and fundraise on your behalf. Give them a copy of your sponsorship form and ask them to approach people on your behalf to raise sponsorship for you too.



Choose a team name – If you are taking part as a team, give your team a silly name. The event is fun and your name will help generate enthusiasm and interest.



Contact everyone on your Christmas list – and tell them what you are doing and ask them to support you. It doesn't cost much to contact them and it's a good excuse to get in touch with people you haven't contacted since Christmas.



E-mail everyone in your address book - at work and at home and ask them to make a pledge by e-mail. (The challenge is on the Internet at: www.midnightwalk.org.uk)



Ask your company - to sponsor you or match the total amount of sponsorship pledges you raise.